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CENTRAL FAX CENTER****MAR 27 2006****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants:	Dirk M. Beyer, et al.	Examiner:	Michelle C. Tarae
Serial No.:	09/853,658	Group Art Unit:	3623
Filed:	May 10, 2001	Docket No.:	10013653-1
Title:	Global Campaign Optimization with Promotion-Specific Customer Segmentation		

AMENDMENT AND RESPONSE UNDER 37 CFR 1.114

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action mailed October 25, 2005 and Notice of Appeal filed January 25, 2006, please enter the following Request for Continued Examination (RCE) under 37 CFR 1.114.

Amendments to the Claims begin on page 2.

Remarks begin on page 6.

AUTHORIZATION TO DEBIT ACCOUNT

It is believed that no extensions of time or fees are required, beyond those that may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required (including fees for net addition of claims) are hereby authorized to be charged to Hewlett-Packard Development Company's deposit account no. 08-2025.